Fifth and Grace Sts.

"Talk With Crafts"

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# Our Formal Opening and

O surprise about these two events other than the remarkable cut prices that will prevail. First of all, we welcome you most heartily into our new home, the most beautiful piano warerooms in the State of Virginia. But, as far as our Annual Sale goes, this event has been waited for by hundreds of prospective Piano-buyers, who know that a "Talk with Crafts" means a saving of much money.

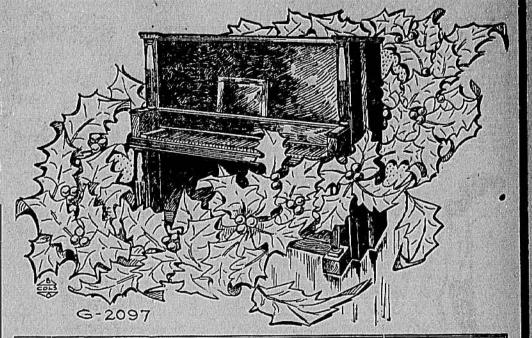
During this entire month of underprices we merely divide our profits with our patrons—an annual custom with us-and a most satisfactory occasion for you.

To the public of Richmond we beg to announce that we have secured the representation for Virginia and North Carolina the celebrated "Schaeffer" Piano, known the world over as "the best in the West," and on this Piano the makers have even given us permission to cut prices during our Annual Sale.

This addition to our already strong line of instruments insures a wonderful range for choice at prices positively unequaled and unheard of.

Truly a "Talk with Crafts" from now till Xmas may bring happiness to the home and joy to every member of the household. Again—"Talk with Crafts"—and save!

NOTE.—Store open evenings from now till Xmas until 9 o'clock, thus giving the workingman a chance to take part in this great profit-sharing event.



## To Piano Dealers in Virginia and North Carolina

You have no doubt been notified that we have been given the representation of the well-known "Schaeffer" Piano. In fact, two carloads of samples have already arrived.

We cannot promise immediate delivery on these, however, and, further, we cannot deliver to dealers during the month of December any Pianos for which we are factors.

# Cut Prices New Pianos

Every instrument in the house, and even the celebrated Lindeman, has been cut, so that Piano-buyers may enjoy the benefits of this great sale.

All \$300.00 Pianos reduced to .......\$198.00
All \$250.00 Pianos reduced to .......\$128.50
10 Style L Lindeman Pianos will be reduced \$125.00 each.
8 Style 5 Schaeffer Pianos will be reduced \$135.00 each.
8 Brand New Haynes Pianos, right from the factory, will be sold at \$167.00 each, including stool and scarf. Terms, \$1.50 per week.

4 Concert Used Crafts Pianos reduced \$75.00 each. SPECIAL.—Two Schaeffer Pianos, in art design, of Santo Domingo mahogany, fitted with two stained glass electroliers each, satin wood finish, reduced price, \$750.00. (Only two to go at this price.)

14 Style F Ludwig Pianos, in handsome mahogany, reduced \$110.00 each.
9 Style K Ludwig Pianos reduced \$125.00 each.

6 Player-Pianos reduced \$125.00 each.
6 Player-Pianos reduced \$263.00 each—in mahogany, walnut, quartered and Flemish oak and other wanted woods. With these we give Free Music for two years and access at any time to library.

to library.

Player-Pianos of Henry & S. G. Lindeman, Ludwig & Schaefter make, in 83-note, 65-note, also combination 65 and 88-note, offered at deeply cut prices during this sale.

Our costly Grands, including the Lindeman & Ludwig make, made to order in our Art Department. On these we give sensationally cut prices while this sale continues.

## Slightly Used Pianos at Prices Unequaled

Fischer Upright Piano, in massive walnut case, 7 1/3 octaves, with the "tone that lingers." This ideal \$500.00 Piano will go at \$247.50, on terms of \$1.75 per week.

Kimball—Do you like a piano of this make—like the sound of the name?

If so, see this one—taken in exchange —in good condition; sale price, \$225, \$1.75 per week pays for it.

## Slightly Used Organs Deeply Cut in Price

Kimball, oak case, full octaves, French mirror, fine condition—can hardly be told from new-sale price, \$58.50, including stool.

Estey, handsome burled walnut case, would cost \$150.00 to duplicate, sale price, \$67.00, including stool.

Cornish, good for the little folks to practice on, sale price, \$15.00.

75c Per Week Buys Any of the Above.

# Cut Prices New Organs

The well-known Weaver Organ in solid black walnut, in oak, weathered oak and solid mahogany cut tremendously during this yearly trade movement.

All New \$75 Organs for \$56.00

All New \$100 Organs for

All New \$125 Organs for

All New \$150 Organs for

FREE

During our Formal Opening and Annual Piano Sale we will present to our patrons Beautiful Art Calendars and Book of Old Favorite Songs (about fifty selections in each), also handsome Pocket Mirrors, and for the children we have school Rulers, which the little ones will more than appreciate.

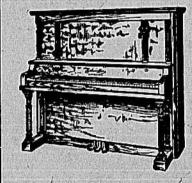
## ZITHER *SPECIAL*

Exactly 138 Rosewood Case Zithers, bought by us as a job, and worth fully \$7.50 at retail, will be sold during this sale at \$1.98.

And with each Zither goes a book of instructions, tuning hammer

and book of melodies.

But be quick if you wish one. Mail Orders Filled.



No Agents, No Collectors, and the Most Liberal Terms Given.

MAIL ORDERS FILLED AT ADVERTISED PRICES

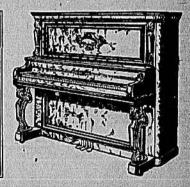


INCORPORATED

"OUR LOCATION SAVES YOU MONEY"

NOTE NEW LOCATION—FIFTH AND GRACE STREETS

The Finest Piano Warerooms in the State of Virginia.



SOCIETY

Since times. Mrs. practice, who is a large time that the times times. The practice of the property of